FLR

full-line research, inc.

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July 30, 1990

Dorothy Pisarski
Philip Morris USA
120 Park Avenue
New York, N.Y. 10017

Dear Dorothy:

Enclosed is our proposal for the MARLBORO RED 89 MM cigarette audit in the Fargo, N.D. & Duluth, MN. DMA.

The cost of the study includes a field trip to each test market to make absolutely certain that the stores were set up properly.

Dorothy, if you have any questions please do not hesitate to contact me.

Sincerely,

Barry

Barry Chaikin

BC/ao
Enc.

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Source: https://www.industrydocuments.ucsf.edu/docs/thhm0004